

**Saginaw Bay Coastal Initiative  
Tourism Group  
May 3, 2007  
Meeting Summary**

The Saginaw Bay Coastal Initiative Tourism Group met on May 3, 2007 to discuss the draft inventory. Shirley Roberts provided copies of the revised draft inventory compiled by category. The group discussed the draft and potential next steps once the inventory is complete.

Dave Lorenz, Travel Michigan, indicated that he will try to identify all properties, by county, that are currently on the Travel Michigan web site. If possible, this information will be provided to all group members before the next meeting. Dave also suggested that the group members take a look at how other regional tourism groups have organized. He suggested going to [Beachtowns.org](http://Beachtowns.org) for a good example of a regional cooperative effort. Dave will try to provide the group with the organizing agreement used by Beachtowns.

The group discussed the development of a marketing plan and brand development. The group discussed the significant costs involved in marketing plan and brand development. For the short-term the group agreed move ahead without going in that direction. Shirley Roberts agreed to try to contact a web developer that may be available to assist the group. Jim Hergott threw out the concept of "Michigan's Great Bay", and the concept actually caught the attention of the group.

The group decided the tasks for the next meeting would be:

- 1) The draft and the information currently on the Travel Michigan web site should be reviewed by everyone to make sure all potential listing have been identified on the inventory. Any additions/revisions should be provided to Shirley Roberts ([shirley@chartermi.net](mailto:shirley@chartermi.net)).
- 2) Everyone should review their portion of the inventory and add an additional category "Festivals" and add to the list all festivals in their area. Any festival additions/revisions should be provided to Shirley Roberts ([shirley@chartermi.net](mailto:shirley@chartermi.net)).
- 3) Group members should begin contacting properties to make sure the information on the inventory is also on the Travel Michigan web site.
- 4) Everyone should consider what they would like to see on a group web site.
- 5) Everyone should consider projects that the group would like to move forward with and potential funding sources.
- 6) Everyone should consider "Michigan's Great Bay" and come prepared to offer any additional suggestions.

The next meeting was scheduled for Wednesday, May 30th at 1:30 at the Bay Area Convention and Visitor Bureau at 901 Saginaw Street in Downtown Bay City in the Commerce One Building. If you need directions, contact Shirley at 989-893-1222 or [shirley@chartermi.net](mailto:shirley@chartermi.net).